



CITY OF FITCHBURG - GREENFIELD NEIGHBORHOOD PLAN

September 19, 2024
Steering Committee Meeting



MEETING AGENDA

- **Public Engagement Summary**
 - Goals
 - Design Preference
 - Concepts
 - Goals & Strategies
- **Updates to Land Use Scenario**
- **Development Process**
- **Project Timeline**

- **Produce PREFERRED CONCEPT**
- **Public Comment**



The purpose of this plan is to create neighborhood plan and development strategies to:

- Establish a preferred land use plan that balances **growth** while considering **impacts** and other **community interests**
- Meet **land use, housing** and **economic development needs**
- Position the City for an **USA amendment** to accommodate growth

Growth Factors + Implications

Economic Development

- ❑ Having Good/Services residents need/desire
- ❑ Offering job opportunities to serve residents and greater Dane County
- ❑ Preserving productive agricultural lands for food product

Housing + Neighborhoods

- ❑ Providing Housing for All
- ❑ Maintaining Neighborhood Character
- ❑ Providing parks, open space and recreation

Sustainability

- ❑ Protecting woodlands, wetlands and other water bodies
- ❑ Protecting historic structures/places and other landmarks

Utilities + Services

- ❑ Maintaining reliable Emergency + Protective Services
- ❑ Maintaining good schools (students/teacher ratio)
- ❑ Providing quality utility service for all development types/areas
- ❑ Managing stormwater to minimize flooding and improve water quality

Fiscal Responsibility

- ❑ Providing all the above, while managing tax implications to residents and businesses

PUBLIC ENGAGEMENT SUMMARY

Online Survey + Open House

LAND USE IMAGE PREFERENCE (EAST OF THE TRACKS)

Appropriate housing types



Appropriate commercial & industrial types



2nd OPEN HOUSE – 96 attendees

July 31, 2024

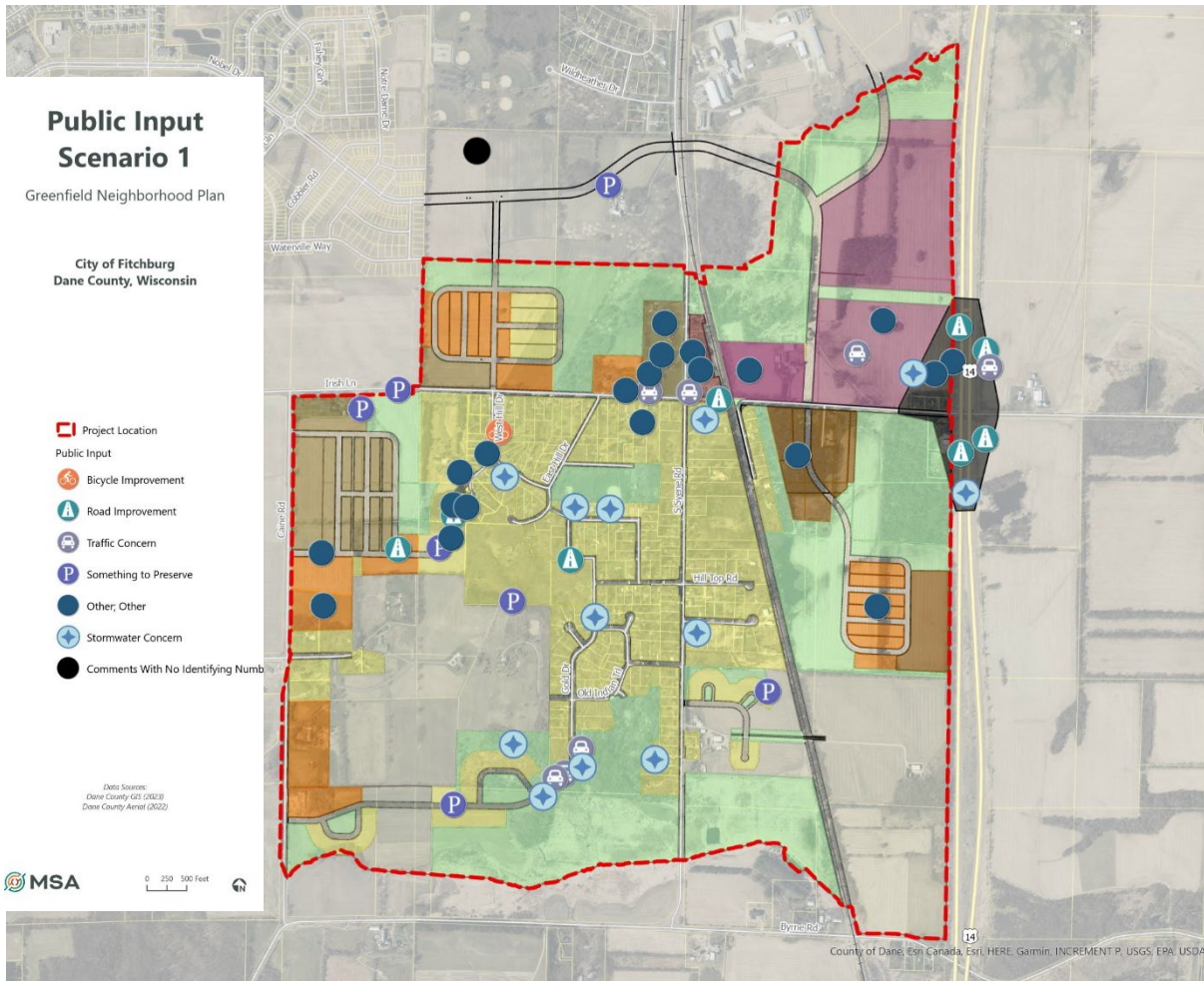
Concerns Pyramid:

- **Highest Concern:** need to preserve the character of the neighborhood.
- **Moderate to High Concern:** increased traffic pattern and businesses at Syene and Irish Lane intersection, and preserving farmland.
- **Moderate Concern:** highway interchange, commercial land use on the west, and storm flooding.

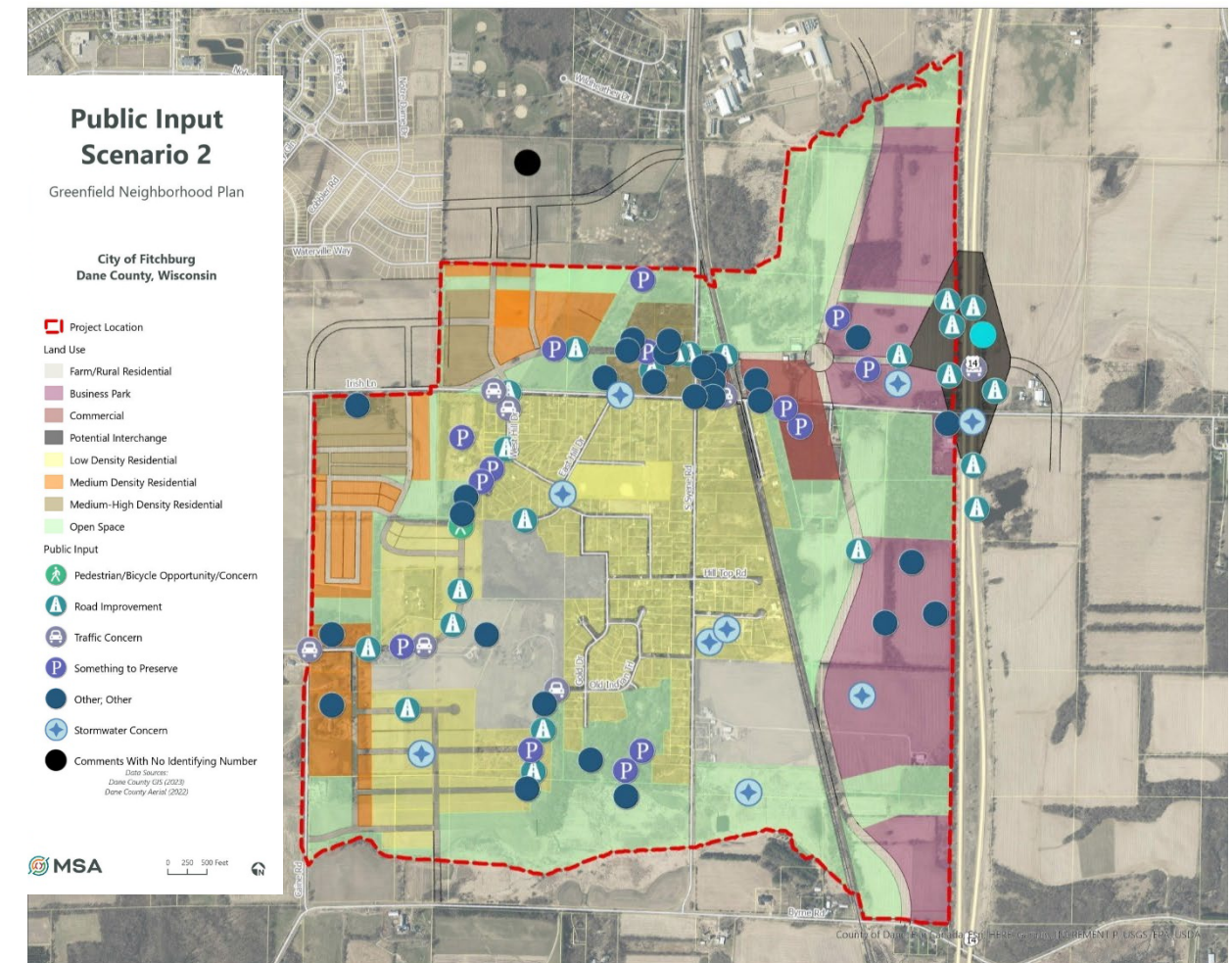
Quote from survey response	Least Concern		Moderate Concern		Highest Concern
	1	2	3	4	5
A. "I dislike increased traffic pattern and businesses at Syene and Irish Lane intersection"		4	6	9	3
B. "We want to preserve farmland"		2	8	8	4
C. "No need for commercial at all west of [the railroad] tracks"		3	11	6	1
D. "I am not okay with a highway interchange"	2	2	7	7	
E. "I'm concerned about more water seeping into basements on existing homes in the area"	1	4	10	4	3
F. "We could use more commercial or small businesses areas here such as restaurants or cafes, or gym"	8	4	4	3	
G. " Fitchburg's expansion should be higher density to promote sustainability development practices such as land conservation... and [to] reduce car dependency"	7	9	1	1	2
H. "[I want to] preserve the character of the neighborhood"	1	1	4	6	11
I. "I would like to see in [residential] areas parks for children to play that [are]... within easy walking distance with a safe path to get there" and "I'd like to see more bike lanes and paths"	1	7	7	3	

Open House #2 – Concept Feedback

Scenario 1 (46 Comments)



Scenario 2 (62 Comments)



INTERACTIVE MAP – Summary of Concerns for both scenarios

(created from 2nd Open House feedback)



- **Road Connections and Extensions:** opposition to connecting or extending roads; concerns about disrupting the existing neighborhood and increasing traffic.



- **High-Density Housing:** will change the neighborhood's character and increase flooding risks.



- **Business Development:** particularly near residential neighborhoods, causing increased traffic and noise.



- **Environmental and Flooding:** the environmental impact of new developments, particularly on wetlands and existing drainage systems.



- **Buffers and Preservation:** strong desire for buffers between new developments and existing neighborhood.

GOALS & STRATEGIES

Public Feedback

Plan Goals

Goals and policies will guide the development of Fitchburg's Greenfield Neighborhood.

Job Growth / Employment



Housing



**Quality of
Life**

Sustainability



Transportation

Housing Goal 44%



Additional housing options will be provided in the neighborhood, but will be strategically placed, designed and buffered to be compatible with the existing Greenfield residents.

Strategies

0

- Establish compatibility standards to mitigate any potential conflicts in providing a mix of housing types.

6

- Encourage development with a mix of residential densities, locating the least dense housing next to existing residential lots.

1

- Each subdivision shall provide the following minimum [to be determined] percentage of single-family lots per future land use residential density category (See images on right)

C. Compatibility Standards. All development subject to this section shall comply with the following standards:

1. **Use Intensity.** In developments with multiple buildings with varying intensities, the development shall locate buildings with the least intense character (e.g., lower heights, fewer units) nearest to the abutting low-intensity residential development.
2. **Building Height.**
 - i. To ensure that new buildings are compatible in scale with surrounding properties, building height is limited to four (4) stories above ground level.
 - ii. The height of the proposed structure(s) shall not exceed thirty-five (35) feet in height in the following locations:
 1. Within fifty (50) feet of a single-family or duplex lot.
 2. Within twenty-five (25) feet of any other low-intensity residential lot (i.e., structures with 3+ units).
3. **Bulk and Mass.** Primary facades abutting or across a street or alley from low-intensity residential development shall be in scale with that housing by employing the following strategies:
 - i. Varying the building plane setback a minimum of two (2) feet at an interval equal or less than the average lot width of the applicable low-intensity residential uses. *For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable facade shall vary its building plane, at a minimum, every 50 feet.*
 - ii. Providing a gable, dormer, or other change in roof plane at an interval equal or less than the average lot width of the applicable low-intensity residential uses. *For example, if a block of single-family lots is across the street from the development with an average lot width of 50 feet, the applicable roofline shall vary, at a minimum, every 50 feet (measured at the roof eave).*
4. **Roof Pitch.** The roof pitch of new residential buildings shall range between 6:12 and 12:12. The roof pitch of porches shall not exceed that of the residential building to which it is attached.
5. **Architectural Features.** At least two (2) of the following categories of architectural features shall be incorporated into street-facing facades:
 - i. Porches or porticos
 - ii. Balconies
 - iii. Dormers
 - iv. Gables
 - v. Bay Windows
 - vi. Door and Window Ornamentation which may include surrounds, pediments, lintels and sills, hoods, and/or shutters.

Economy/Job Growth Goal 42%



Employment and goods/services will be strategically located and connected to reduce the dependency on longer vehicle travel and to provide local and convenient options near the neighborhood.

Strategies

- 1 • Commercial uses and building forms will be compatible with general neighborhood context.
- 6 • Recruit businesses that will meet the needs of local residents that currently are not being met.
- 4 • Enforce property maintenance ordinances to ensure aesthetically pleasing business park and commercial areas.

Quality of Life Goal 81%

Maintain open spaces accessible to all residents for recreation and neighborhood character preservation.



Strategies

5

- Design new neighborhood residential areas around community gathering places.

3

- A variety of park types and sizes should be planned to meet the needs of Greenfield residents.

6

- Design attractive streetscapes with street trees and/or landscaping clusters along major roadways.

Sustainability Goal

80%



Promote the use of diverse sustainable development practices. Encourage the preservation of existing natural features and habitats as well as the restoration of native plant communities.

Strategies

12

- Provide adequate vegetative buffers between development and natural features.

21

- Integrate environmental corridors and open space into a comprehensive stormwater management system that provides key ecosystem services on a regional scale where appropriate.

9

- Integrate environmental features into the neighborhood as common open spaces for active or passive recreation, public gathering spots, or flood protection and stormwater management.

1

- Orient streets and homes to maximize available sunlight exposure for the installation of roof-top solar panels.

Sustainability Goal

77%



Consider the historical significance of the neighborhood, especially opportunities to preserve farm fields and implementation of low-impact development techniques for infrastructure design.

Strategies

16

- **Ensure site development and infrastructure improvements occur in area with least possible impact to natural environments.**

3

- Encourage landscaping practices on public and private property that help to filter and infiltrate rainwater.

37

- **Limit development in prime agricultural areas/Farmland Preservation Areas identified by the comprehensive plan.**

(Revision: Strategically preserve natural lands and existing farmland that can complement neighboring housing developments.)

Transportation Goal (at Open House)

Support future regional transportation connections that limit impacts on Greenfield's local streets as the regional and Fitchburg's neighbors continue to grow.



Survey Version:

30%

Support future regional transportation connections between Greenfield, the rest of Fitchburg, and surrounding communities. This could potentially include east-west connections (e.g. County Highway B), and/or establishing access to USH 14 via an interchange.

Transportation Goal

Support future regional transportation connections that limit impacts on Greenfield's local streets as the regional and Fitchburg's neighbors continue to grow.



Strategies

7

- Develop a contiguous bike network through the neighborhood, connecting to the rest of the City and to the greater Dane County trail system

0

- Discourage cul-de-sac streets in favor of connected streets that provide transportation flexibility and increased safety in case of an obstructed street.

12

- **Encourage alternative north-south and east-west collector streets that shift traffic growth away from S. Syene and Irish Lane.**

2

- Continue considerations of a USH 14 interchange between the Lacy Road and M/MM interchange to plan for regional transportation needs.

Transportation Goal

64%



Implement safe, convenient and attractive streets for everyone regardless of age, ability or mode of transportation (pedestrian, bike, vehicle, transit).

Strategies

10

- **Provide sidewalks and bike facilities (if necessary) along all streets to promote walkability and connectivity.**

2

- ~~Require~~ **Encourage** proposed streets to connect to existing streets and intersections, wherever practical.

3

- Promote narrower streets to increase pedestrian safety and to develop land more sustainably.

11

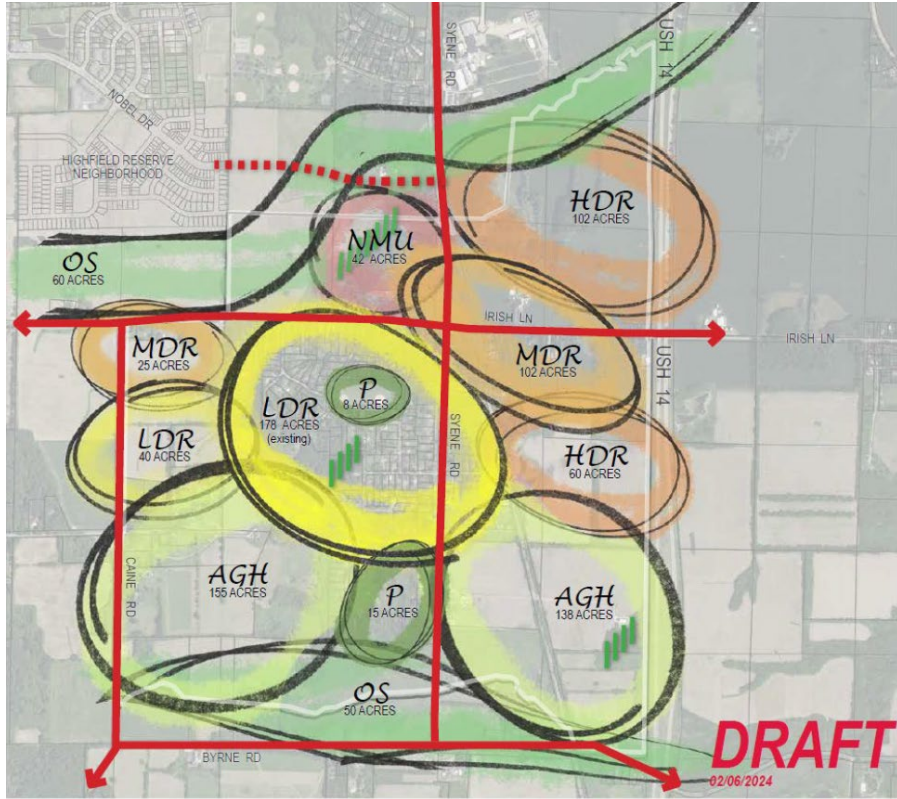
- **Utilize traffic calming measures (e.g., bump-outs, traffic circles, speed tables, rectangular rapid flash beacons) where appropriate to create a better street environment for pedestrians and cyclists.**

UPDATES TO LAND USE SCENARIO

Land Use Exercises

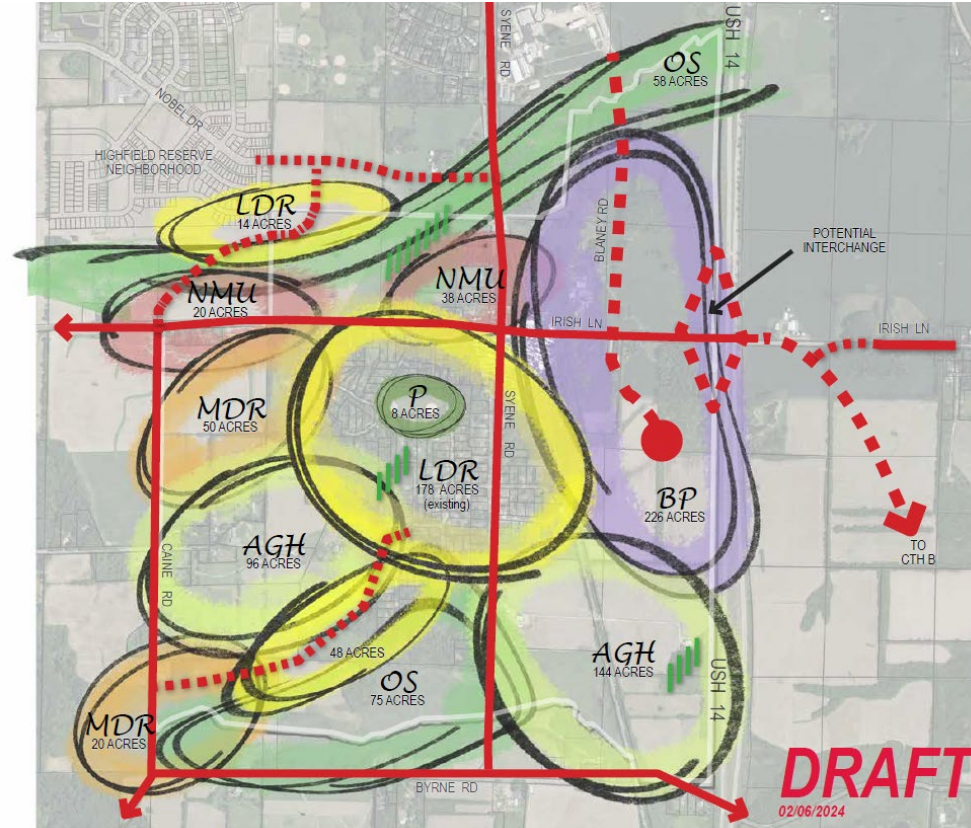
BUBBLE DIAGRAMS (Steering Committee Meeting March 7, 2024)

Option "A" (some interest)



- Do not like that it lacks an interchange
- **Business Park should be included in the concept** (*needs/provide jobs*)
- Likely not practical to have such a large Moraine Park dedication

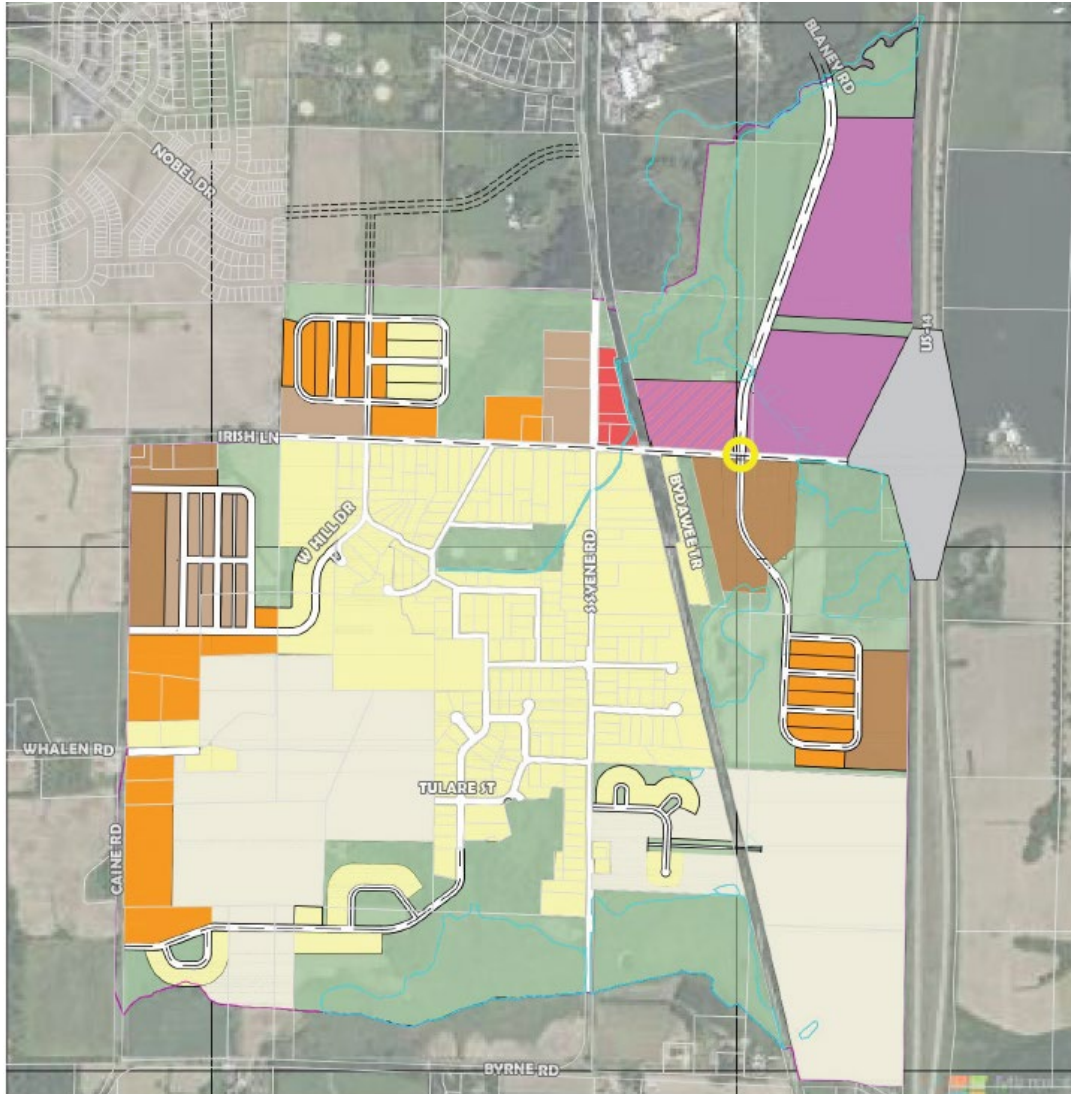
Option "B" (preferred)



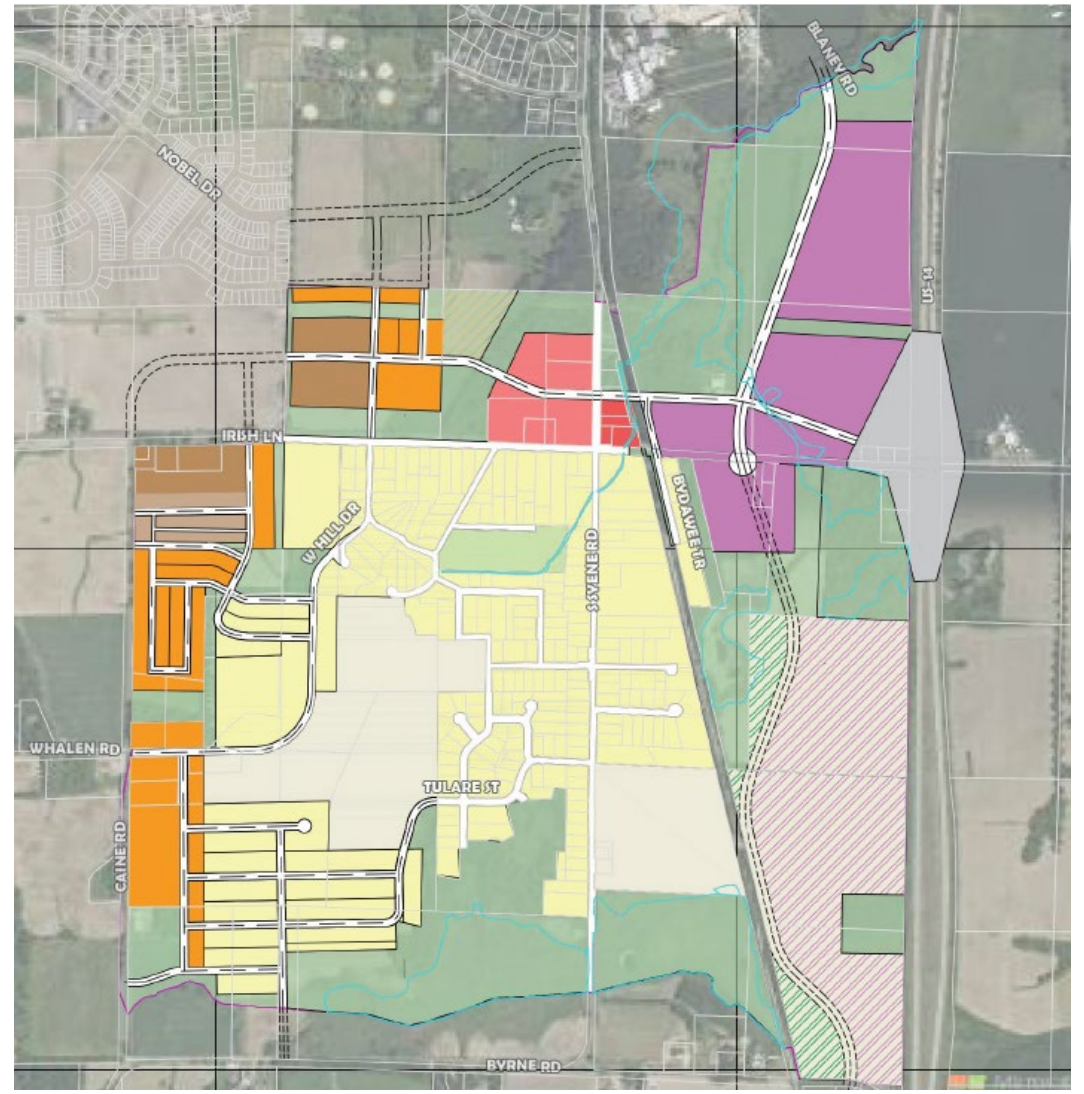
- Commercial likely less likely near Caine
- Some concerns with traffic on Irish Lane (*plus, tree impacts*)

REFINED LAND USE (Neighborhood Meeting April 2, 2024)

Scenario A

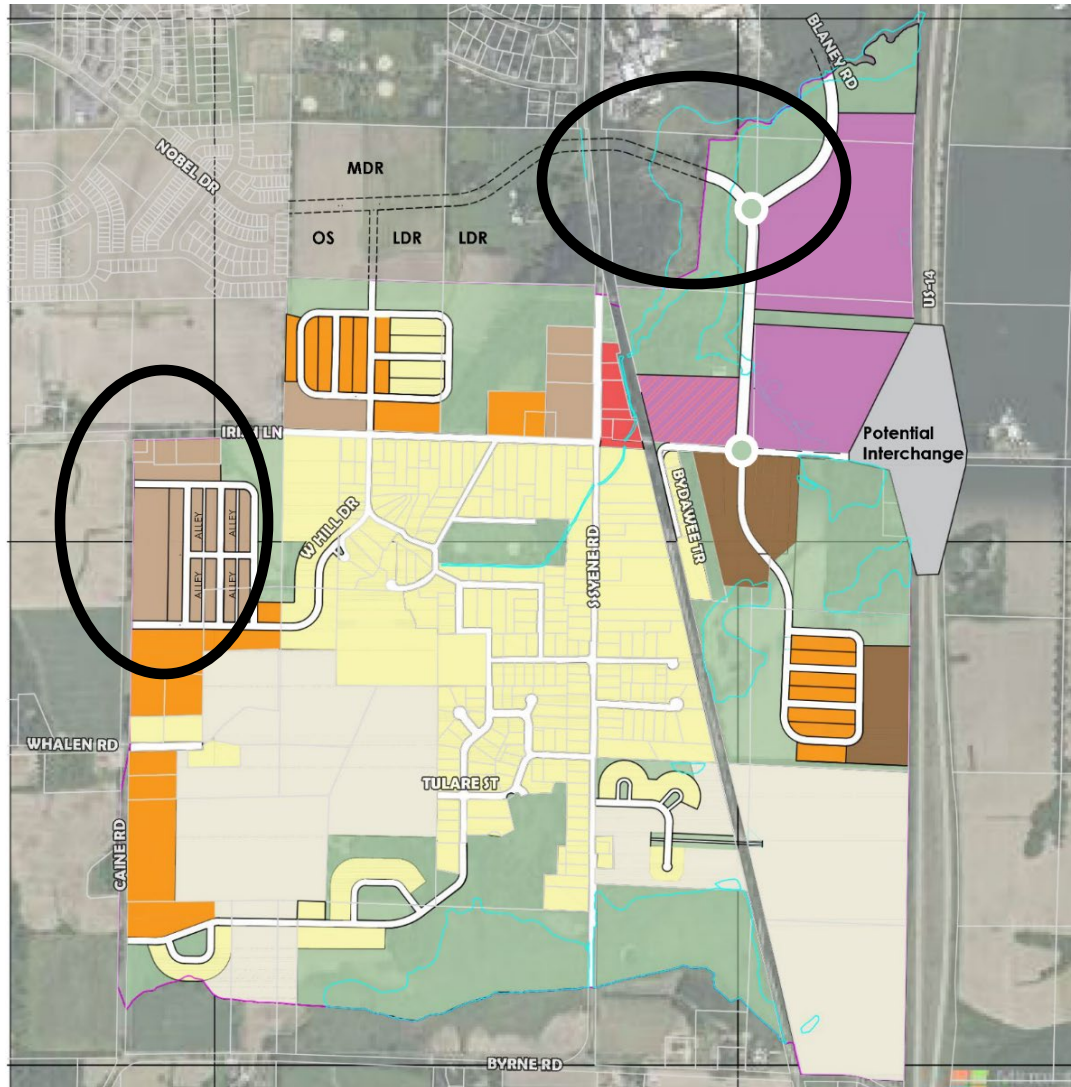


Scenario B

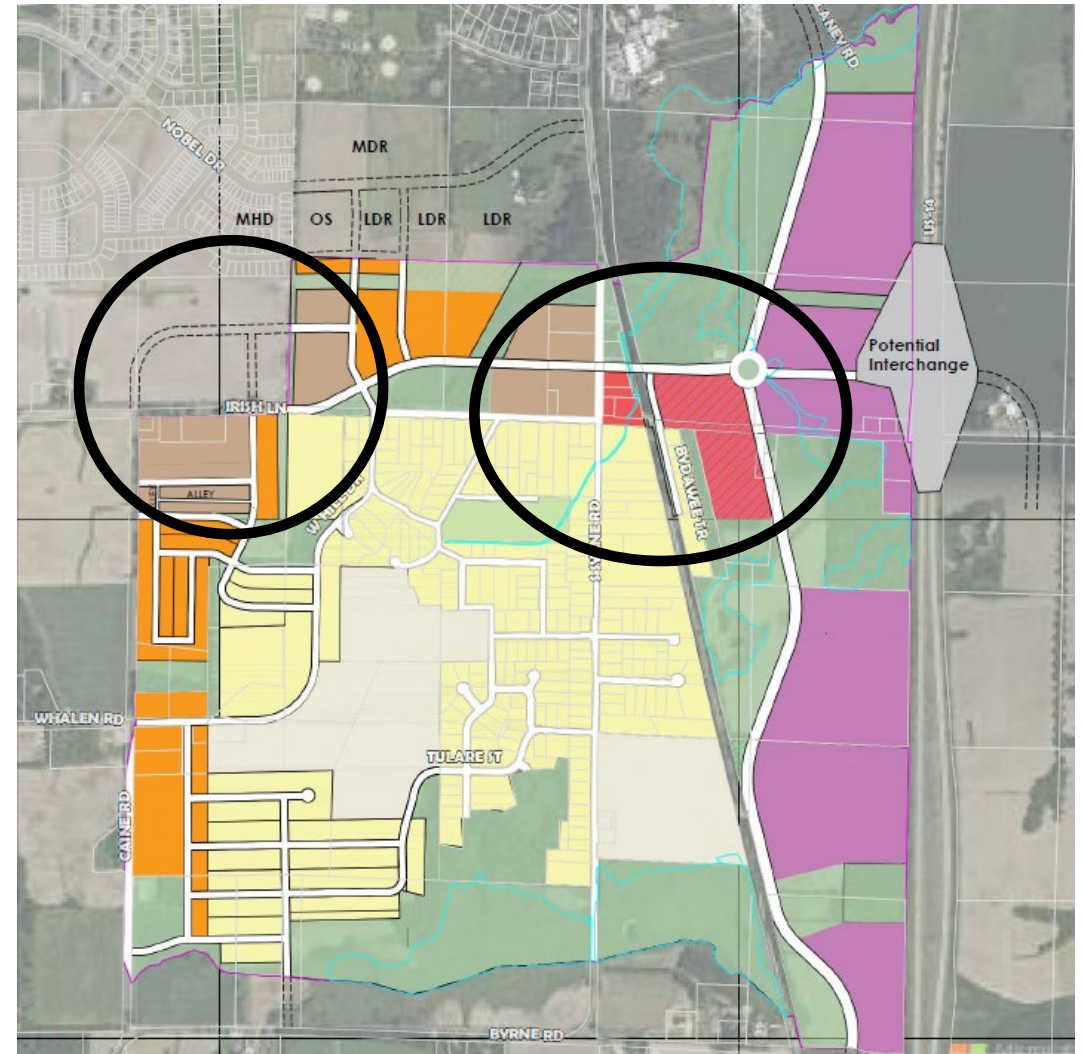


UPDATED LAND USE (Steering Committee Meeting June 24, 2024 & Open House Meeting Aug 31, 2024)

Scenario A



Scenario B



What we learned from this process:

- **Keep Greenfield Green!**
- Preference for low-density residential and farming areas.
- Preference for maintaining the current character of the neighborhood and history of Fitchburg as farming community.
- Concerns with current traffic and stormwater management issues. More development will increase these issues.

What we changed based on the feedback:

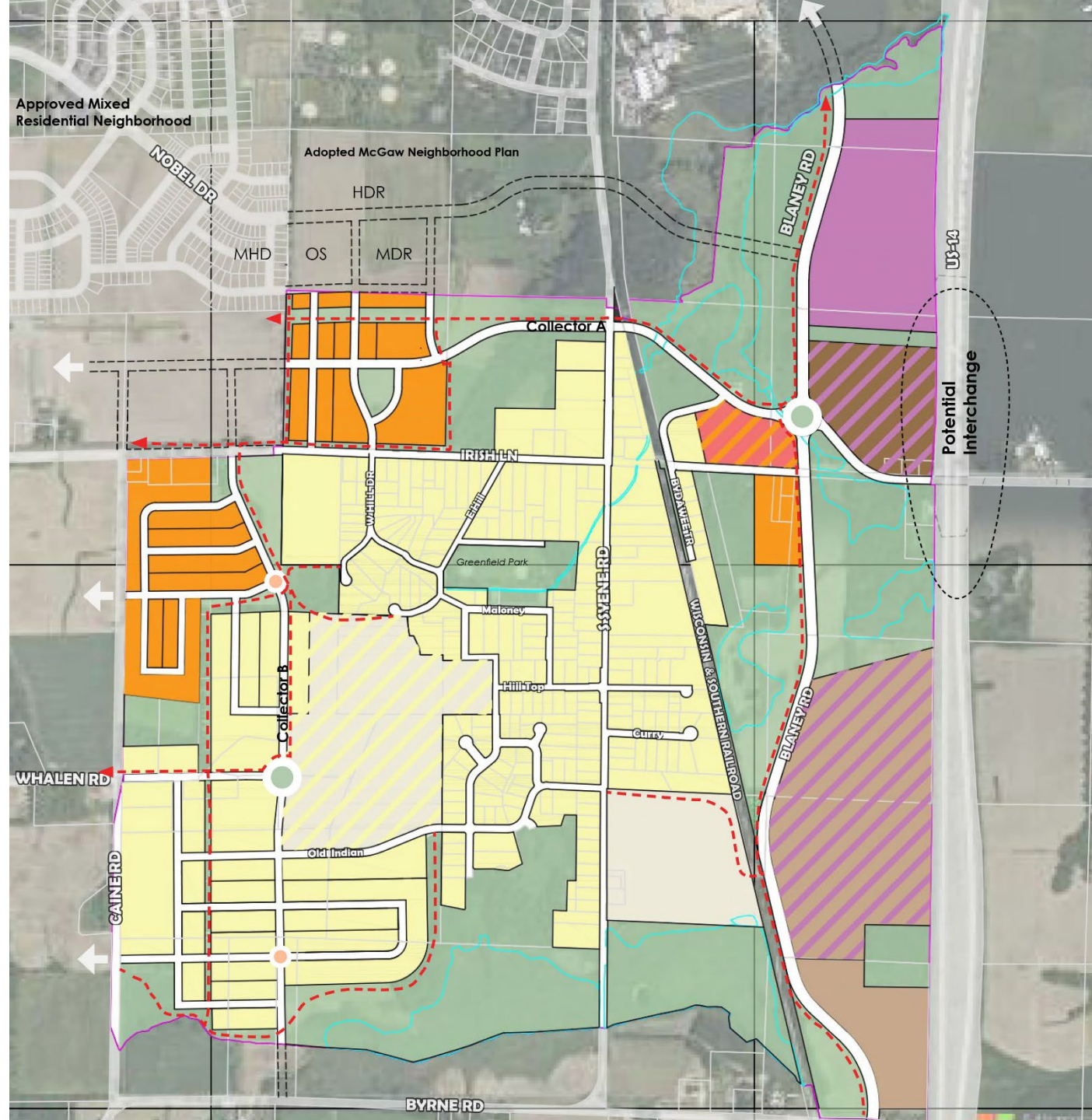
- Lowered residential density
- Added additional “open space” buffering between existing and new development areas
- Preservation of significant open space
- Includes “Agrihood” land use category
- New collector roads to limit non-residential traffic on Irish and Syene
- Reducing commercial and business areas and limiting them east of the tracks
- Limited interventions within the existing neighborhood

POTENTIAL LAND USE SCENARIO: KEY ELEMENTS

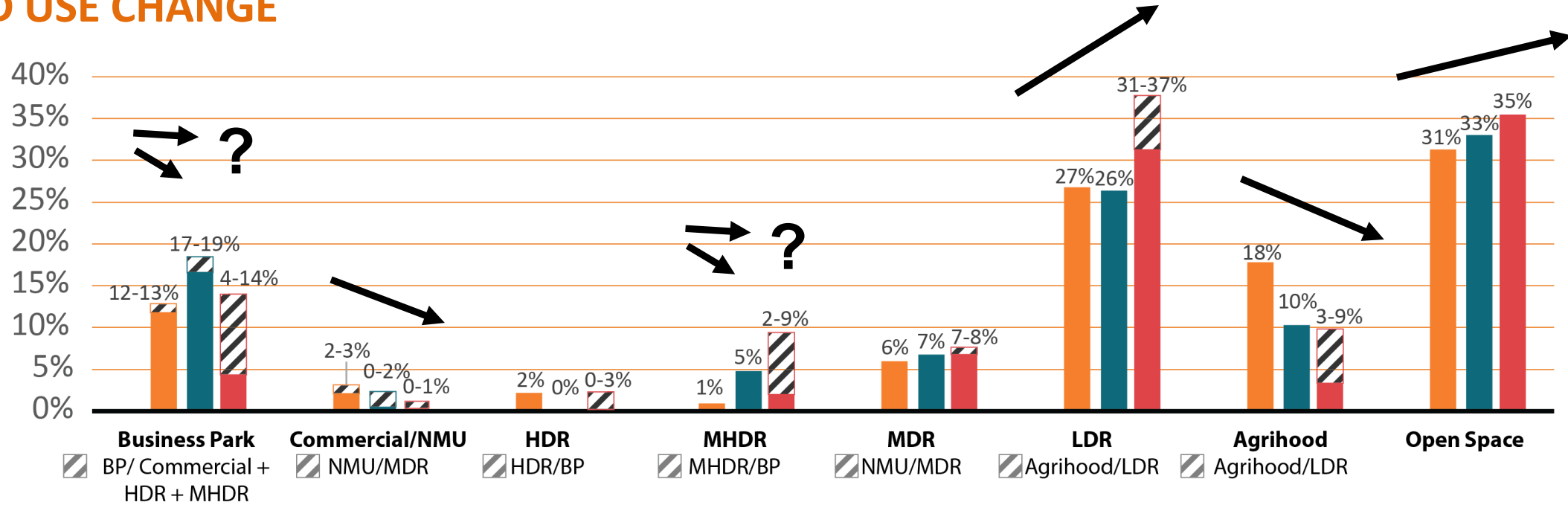
- Collector A moved north to minimize impacts to existing landowners
- Removed connections into neighborhood and introduced Collector B to move traffic through neighborhood
- Reduced densities north of Irish and east of Collector B
- Reduced business parks, and locating higher densities only east of railroad

LEGEND

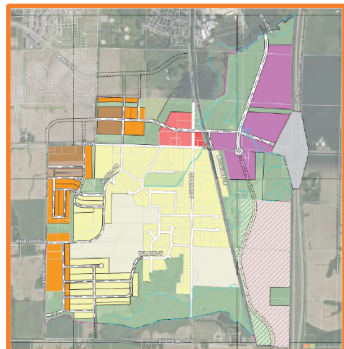
37 ACRES Business Park	270 ACRES Low Density Residential
22 ACRES High Density Residential / Business Park	55 ACRES Farming/Agrihood / Low Density Residential
64 ACRES Medium-High Density Residential / Business Park	29 ACRES Farming/Agrihood
17 ACRES Medium-High Density Residential	308 ACRES Parks, Stormwater Management, & Open Space
59 ACRES Medium Density Residential	 Potential Roundabout
7 ACRES Neighborhood Mixed Use / Medium Density Residential	 Potential Traffic Circle
	 Proposed Trails



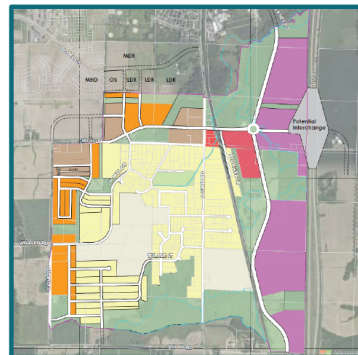
LAND USE CHANGE



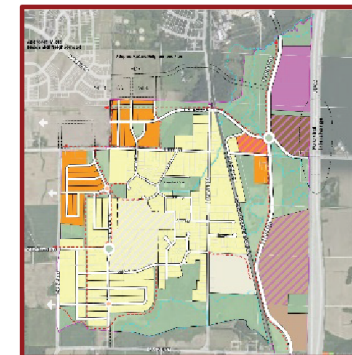
Refined Land Use



Updated Land Use



Potential Scenario



Development Process Consideration

USA Amendment, Comp Plan, Neighborhood Plan, Zoning, Land Division, etc.

Development Process

Considerations in developing a design

- What outcome is the landowner looking to achieve with the neighborhood/development?
- What is allowed in the Comp Plan / FLU Map, CORP and other City documents?
- How will it be regulated (zoning, land division, official map, etc.)?
- How will water be managed on the site to at least pre-development conditions?
- Are there features that are required/desired to be protected (wetlands, woodlands, etc.)?
- Are there roads/trails that should connect into the development?

Development Process

Typical Steps in the Process

1. Meet with City Staff
2. USA Amendment?
3. Plan Commission Review (Comprehensive Development Plan)
4. Plan Commission Recommendation (Plat/CSM, Rezone) – *Public Hearing*
5. Council (Subdivision/CSM, Rezone)
6. Submit Engineering Plans – review by City Staff
7. Submit for permits after acceptance of engineering plans.
8. Developer builds roads, installs utilities and grades lots.

Preferred Land Use Scenario

*Development will only move forward **when the current property owners choose to sell or redevelop their properties.***

What it is



- **Long-term vision** for what's allowable *(if applying for development approvals)*
- Support in **identifying character and design parameters** if a property were to redevelop
- Identify **infrastructure needs** to best serve the neighborhood and adjacent lands in a **fiscally responsible way**.



What it is NOT

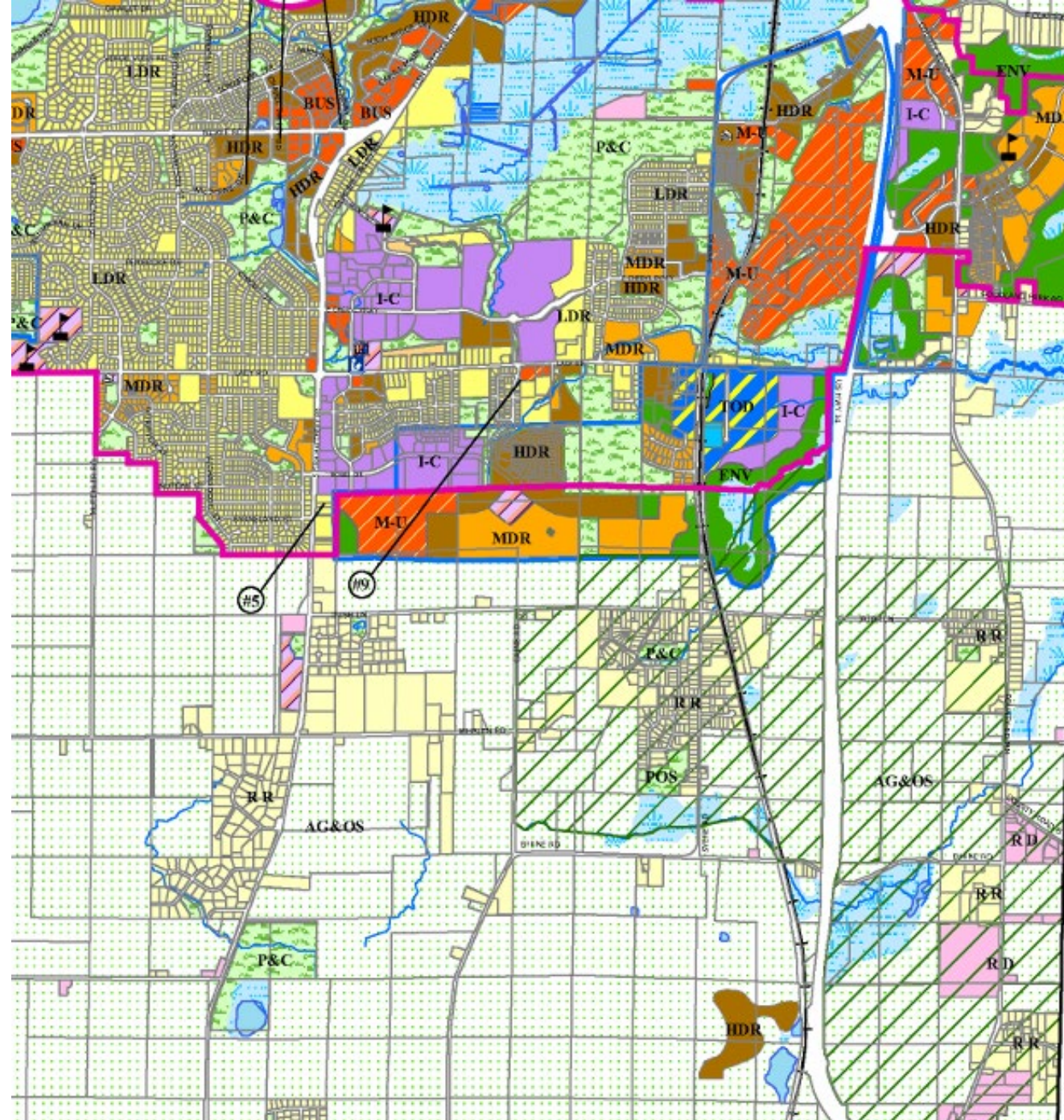
- **Suggesting properties shall redevelop or be sold for development**
- **Restricting** the landowners from using their property as they are currently using it
- **Limiting farming** or adding barriers to their current operation

COMP PLAN: Future Land Use Map

What's the purpose? It is intended to reflect community desires, control land use conflicts, and serve as a guide for local officials to review future development requests.

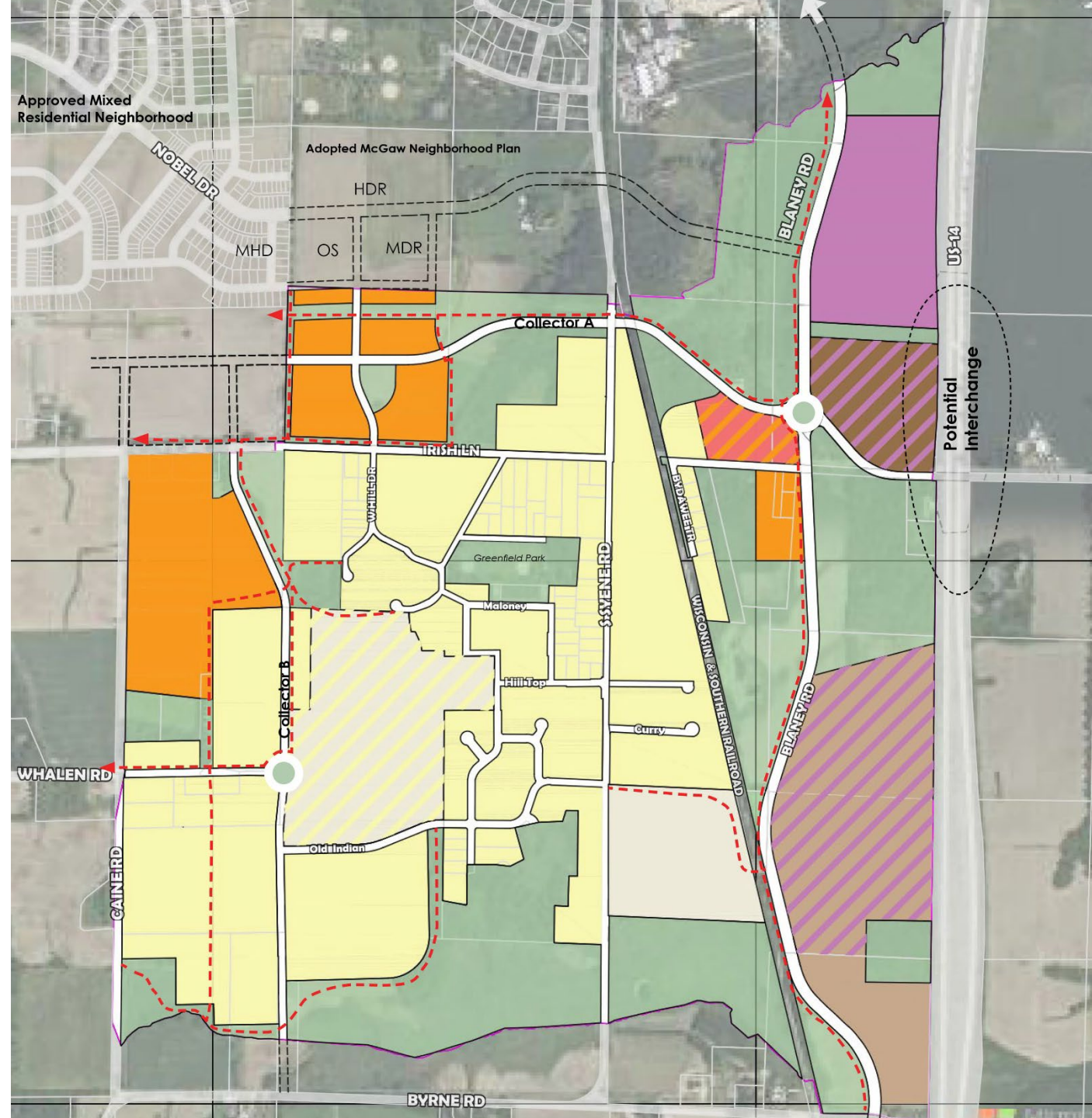
When is it used? May occur if and upon requests for rezoning, land divisions, conditional use permits, or other development approvals.

Why is Greenfield not showing future land uses? The Comp Plan determined future growth areas that required a separate process (**This One**) to determine FLU for the area.



PROPOSED FUTURE LAND USE: KEY ELEMENTS

- “Collector” roads are the connections that will be required as part of land division (i.e., dedicated for right-of-way).
- Layout and design for “local” streets are not required of landowners looking to develop their land.

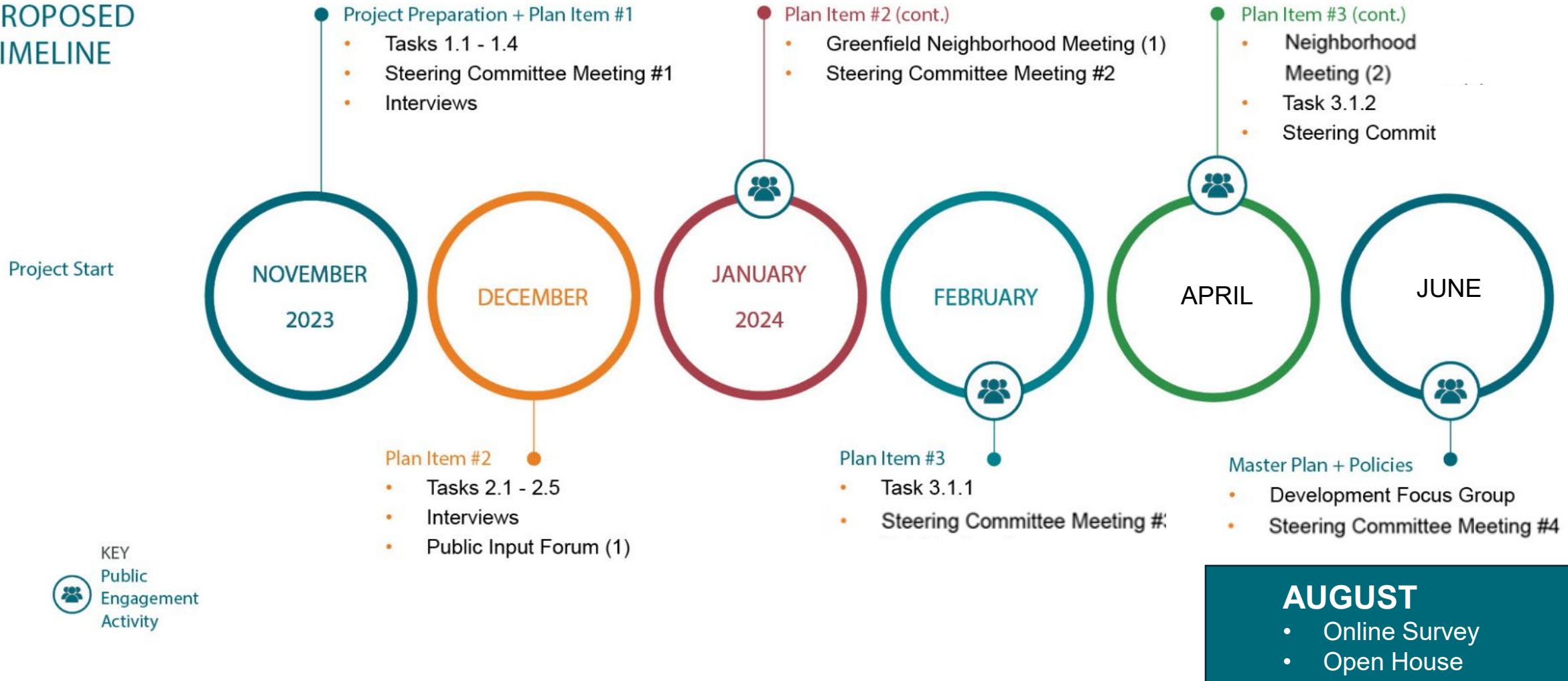


PROJECT TIMELINE & NEXT STEPS

Greenfield Neighborhood Plan

WHERE WE'VE BEEN?

PROPOSED TIMELINE



WHERE ARE WE GOING?

- Next meeting date?



Preferred Land Use Scenario

Questions to Answer

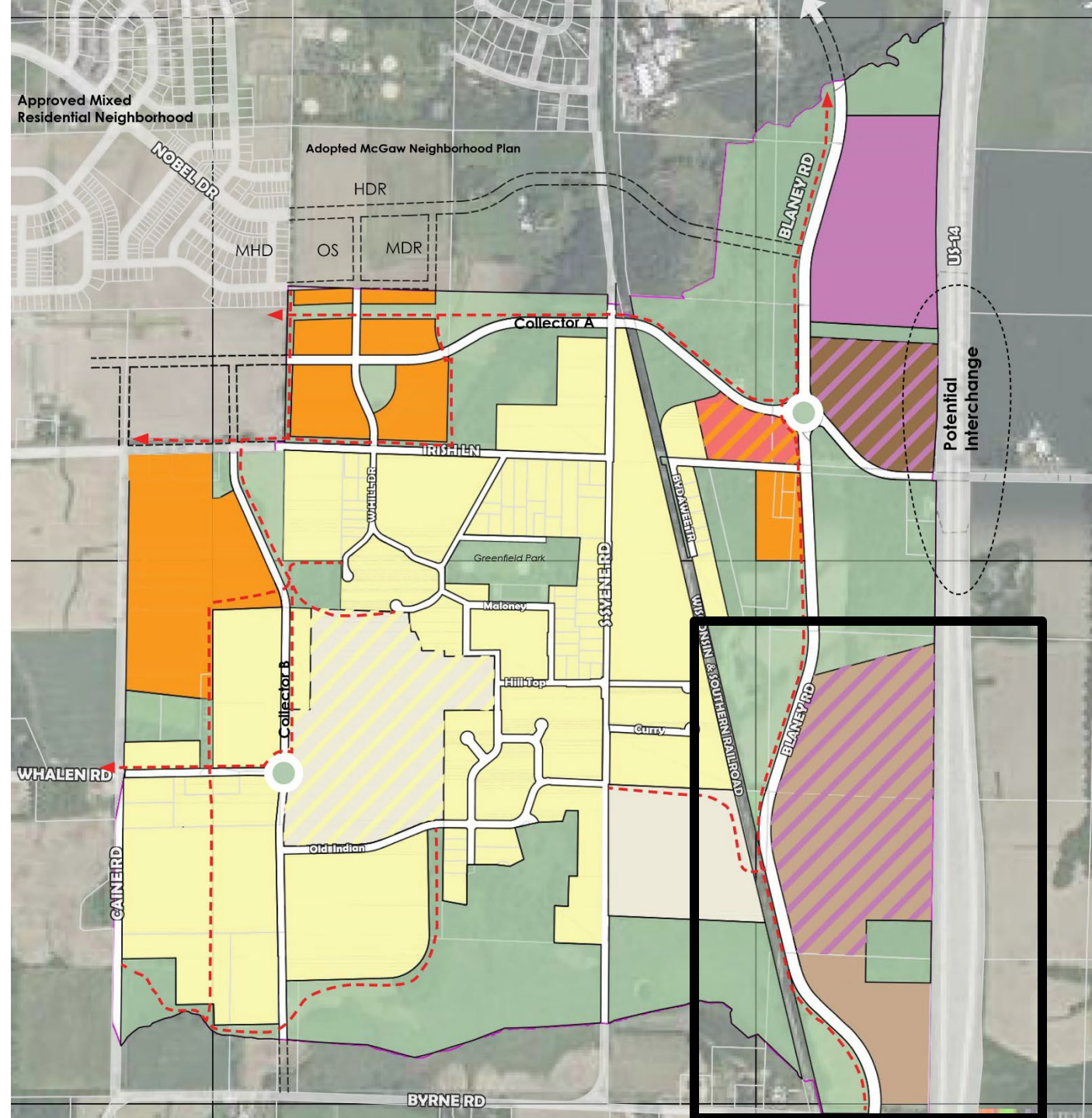
Questions

East of the Tracks (south of Irish).

Currently shown as an option for both business park and medium-high density residential.

- This allows for greater flexibility should the land become available for development. One provides housing option further from existing neighborhood, while the other supports a growing need for quality-job opportunities through business park development.

Should these properties be shown as medium-high density residential, business park, or allow for both options?



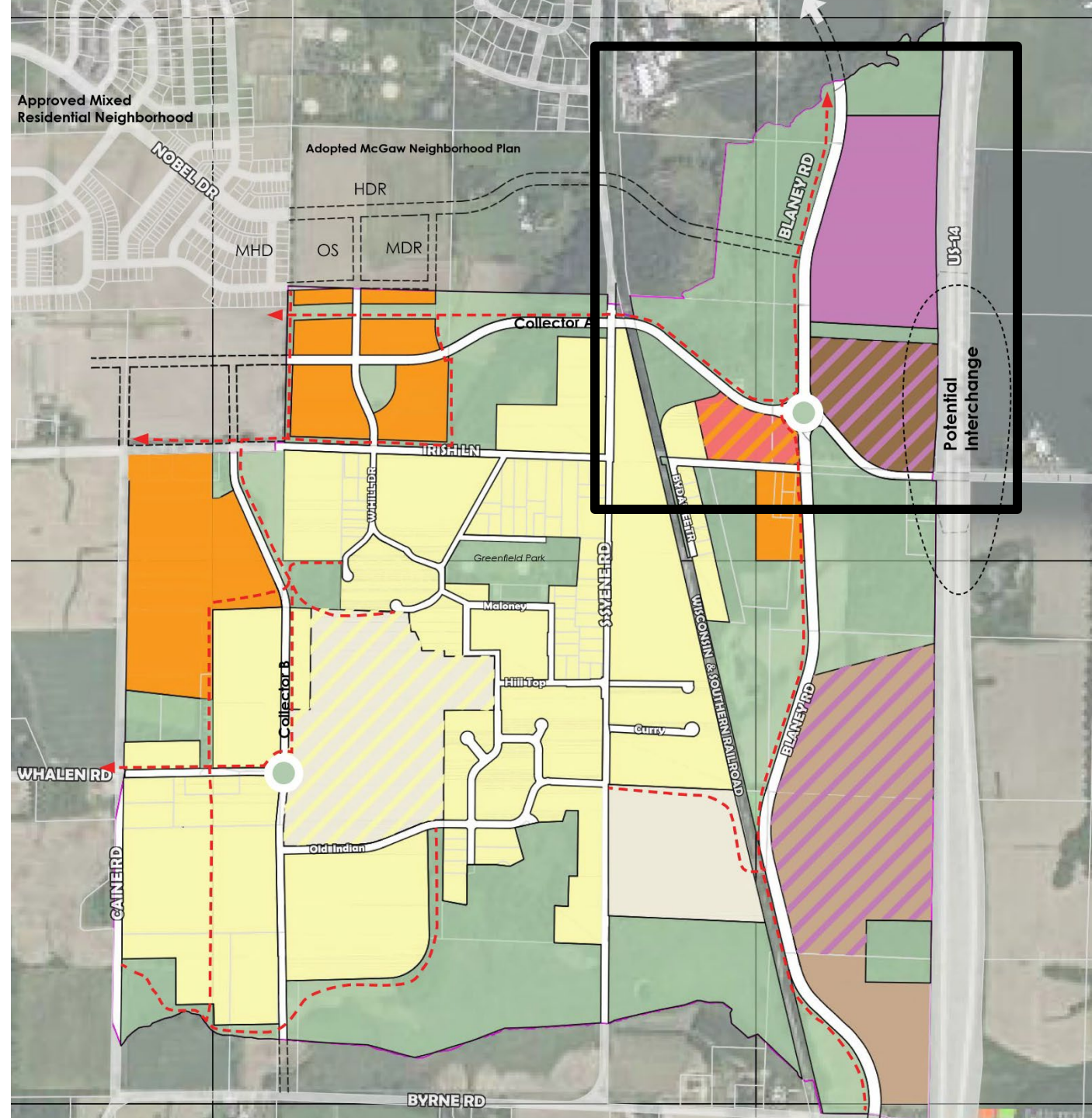
Questions

East of the Tracks (north of Irish).

- **Should the NE quadrant northeast of Irish/Blaney be designated as business park or high-density residential?**

Same considerations as the above bullet, except potential allowance for one area with high-density development.

- **Should it be business park, high-density residential, or flexible to both options?**
- **Is this the right area to allow for high-density residential?**
- **If not, is there an appropriate location in the neighborhood?**



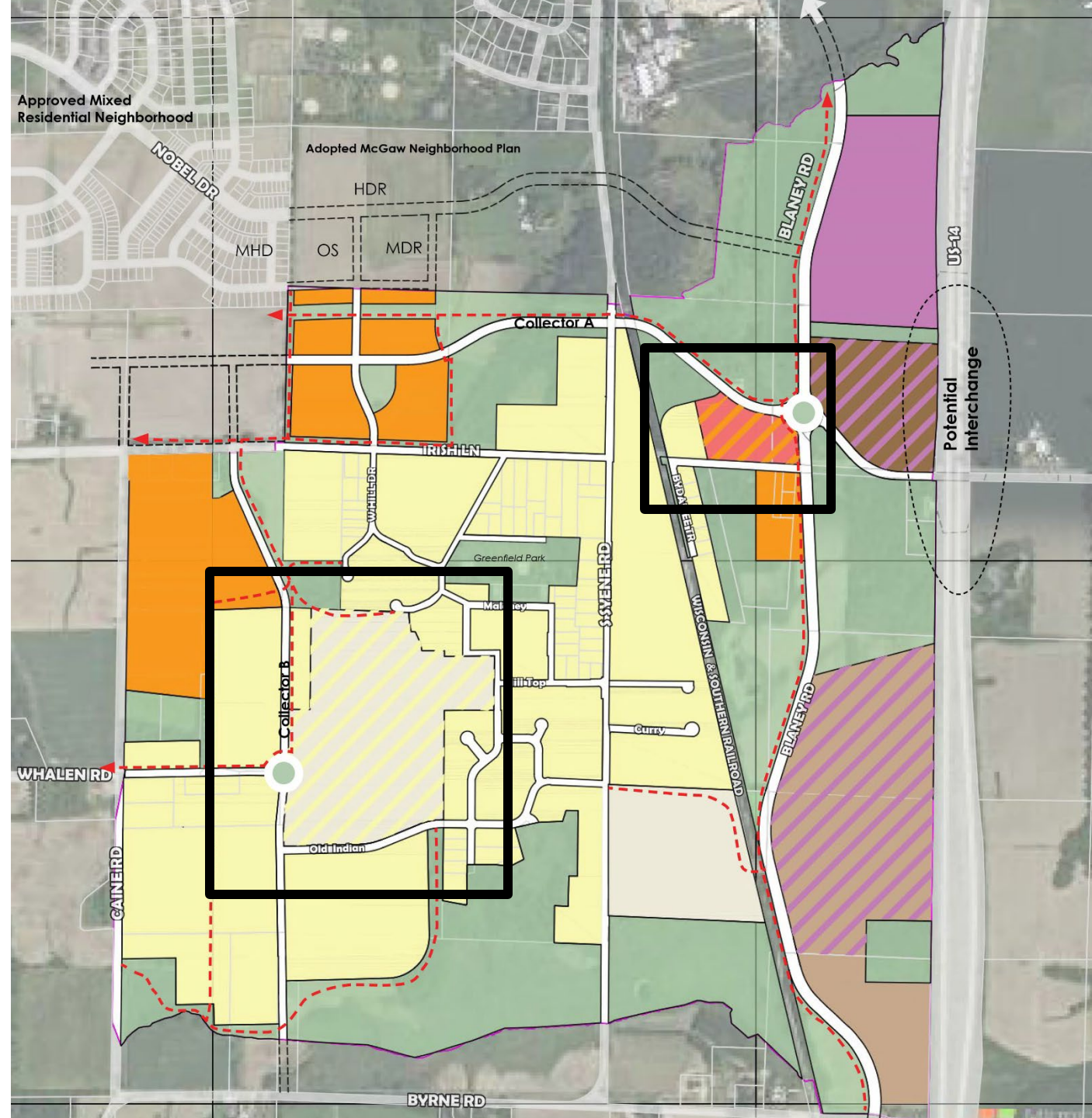
Questions

Neighborhood Mixed Use.

- Should there be any neighborhood mixed use west of the railroad? If so, where should it be?

Southcentral Agrihood.

- Should the large parcels in the SW quadrant between Collector B and Syene be designated as agriculture/rural residential/agrihood or low density residential?



Thank you.

Public Comments